

WISCONSIN TRADE PROJECT PROGRAM

The Wisconsin Trade Project Program offers individual matching grants up to \$5,000 to help small export-ready firms participate in international trade shows. The business covers its own travel and lodging expenses.

ELIGIBLE ACTIVITIES:

Costs associated with attending a trade show, such as:

- Translation and preparation of promotional materials.
- Booth or exhibit space rentals.
- Entry fees.

ELIGIBLE APPLICANTS:

Wisconsin businesses whose annual sales are less than \$25 million (including the annual sales of parents and subsidiaries) that have developed a long-term export plan.

APPLICATION PROCESS:

For further information on the application process, contact Stanley Pfrang, Department of Commerce, at 608/267-0639 or visit the website at <http://www/commerce.wi.gov/IE/IE-TradeShowGrant.html>